

**Listing of Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Previously Presented) A system, comprising:  
a promotion server configured to communicate a promotion message associated with an event having a defined start time to one or more communication terminals through at least one communication network in response to receiving a promotion message request from an event manager;  
said promotion server further being configured to receive an acceptance signal from the one or more communication terminals through said at least one communication network, said promotion server comprising a register for associating an accepting communication terminal of said one or more communication terminals with said promotion message, on reception of said acceptance signal from said accepting communication terminal, and said promotion server further being configured to communicate a reminder signal for said event to said accepting communication terminal through said first communication network.
2. (Previously Presented) The system according to claim 1, wherein said one or more communication terminals comprise at least one of mobile phones, cellular phones, personal office assistants or personal computers.
3. (Previously Presented) The system according to claim 1, wherein said promotion message comprises at least one of a text, a series of texts, a picture, a series of pictures, a video sequence, a series of video sequences, an audio track or a series of audio tracks.
4. (Previously Presented) The system according to claim 1, wherein said one or more receivers comprise at least one of a television, a radio, a set-top box, a receiver module for a computer, a multimedia terminal, a mobile or cellular phone, a personal office assistant or a personal computer.

5. (Previously Presented) The system according to claim 1, wherein said promotion message request comprises at least one of start time, end time of said event, duration of said event, event identity, event type, event presentation platform, promotion message, or list of said receivers and said one or more communication terminals.
6. (Previously Presented) The system according to claim 5, wherein said event presentation platform comprises at least one of the following connected to a media communication network and a network broadcaster: a television, a radio, a set-top box, a receiver module for a computer, a multimedia terminal, a mobile or cellular phone, a personal office assistant or a personal computer.
7. (Previously Presented) The system according to claim 6, wherein said media communication network comprises at least one of a cable television network, a satellite television network, a radio frequency television network, a telephone network, a powerline network or a radio network.
8. (Previously Presented) The system according to claim 1, wherein said first communication network comprises at least one of a wired telecommunication network, a wireless telecommunication network, local area network, metropolitan area network, wide area network, or a dedicated communication line.
9. (Previously Presented) The system according to claim 1, wherein said connection comprises at least one of a wired telecommunication network, a wireless telecommunication network, local area network, metropolitan area network, wide area network or a dedicated communication line.
10. (Previously Presented) The system according to claim 1, wherein said promotion server further comprises a storage device configured to store said register, said reminder and said promotion message; and

a processor configured to process communication with said one or more communication terminals, configured to process said promotion message request from said event manager, and to update information in said storage device.

11. (Previously Presented) The system according to claim 1, wherein said register comprises at least one of promotion message identity; one or more communication terminal identities, event data, time data or group application data.
12. (Previously Presented) The system according to claim 1, wherein said one or more communication terminals is configured to forward said promotion message to further communication terminals connected in said first communication network.
13. (Previously Presented) The system according to claim 12, wherein an accepting communication terminal of said further communication terminals is configured to respond to said promotion message by communicating an acceptance signal through said first communication network to said promotion server; and  
said promotion server is further configured to associate said accepting communication terminal of said further communication terminals with said promotion message on reception of said acceptance signal from said accepting communication terminal and said promotion server being adapted to communicate a reminder signal to said accepting communication terminal through said first communication network.
14. (Previously Presented) The system according to claim 12, wherein an accepting communication terminal of said further communication terminals is configured to respond to said promotion message by communicating an acceptance signal through said first communication network to said one or more communication terminals;  
said one or more communication terminal further comprising a local register configured to associate an accepting communication terminal of said further communication terminals with said promotion message on reception of said acceptance signal from said accepting communication terminal; and

said one or more communication terminals being configured to communicate a reminder signal to said accepting communication terminal through said first communication network.

15. (Currently Amended) The A system according to claim 1, wherein said one or more communication terminals are configured to start a predetermined application when receiving said reminder signal.
16. (Previously Presented) A method, comprising:
  - initiating a promotion message via an event manager forwarding a promotion message request to a promotion server;
  - transmitting said promotion message associated with an event having a defined start time to one or more communication terminals via a promotion server connected to said one or more communication terminals through a first communication network;
  - receiving an acceptance signal from an accepting communication terminal of said one or more communication terminals via said promotion server;
  - associating said accepting communication terminal with said promotion message on reception of said acceptance signal from said accepting communication terminal via a register of said promotion server; and
  - transmitting a reminder signal for said event to said accepting communication terminal through said first communication network via said promotion server.
17. (Currently Amended) The method according to claim 16, further comprising:
  - forwarding said promotion message to further communication terminals via said one or more communication terminals.
18. (Previously Presented) The method according to claim 17, further comprising:
  - accepting said promotion message by transmitting an acceptance signal to said one or more communication terminals via said further communication terminals;
  - receiving said acceptance signal from an accepting communication terminal of said further communication terminals via said one or more communication terminals;

associating said accepting communication terminal with said promotion message on reception of said acceptance signal from said accepting communication terminal via a local register of said one or more communication terminal; and

transmitting a reminder signal for said event to said accepting communication terminal through said first communication network by means of said one or more communication terminal.

19. (Previously Presented) An apparatus, comprising:

a messaging module configured to receive a promotional message through a first communication network;

a calendar module configured to enable a user of said apparatus to perform general calendar operations;

a media playback module configured to output said promotion message;

a storage module configured to store promotion message information; and

a promotion messaging module configured to transmit said promotion message.

20. (Currently Amended) The apparatus according to claim 19, wherein said promotion message information comprises at least one of promotion message identity, one or more communication terminal identities, event data, or; group application data.

21. (Previously Presented) The apparatus according to claim 19, further comprising audio and visual output components configured to communicate the promotion message to the user of the apparatus.

22. (Previously Presented) The apparatus according to claim 20, wherein said storage module is configured to store a promotion message identity and information comprising transmitter identity and associated messaging contact information, recipient identity and associated messaging contact information, media event information, and group application data, which data is configured to initialize and activate a reminder application in response to receiving said reminder signal on said apparatus.

23. (Previously Presented) The apparatus according to claim 19 further comprising a means for utilizing an electronic program guide containing information on media events, said utilizing means being configured to cooperate with said calendar module to provide a reject signal when said apparatus is busy.
- 24-26. (Cancelled).
27. (Previously Presented) An apparatus, comprising:  
a messaging module configured to receive a promotion message from a promotion server, the promotion message being associated with an event;  
communication circuitry configured to transmit an acceptance signal based on information in at least one of a calendar or a list of scheduled events residing in the apparatus; and  
communication circuitry configured to receive a reminder signal from said promotion server.
28. (Previously Presented) The apparatus of claim 27, further comprising communication circuitry configured to forward said promotion message to one or more other apparatuses.
29. (Previously Presented) A method, comprising:  
receiving a promotion message from a promotion server, the promotion message being associated with an event;  
transmitting an acceptance signal based on information in at least one of a calendar or a list of scheduled events residing in the apparatus;  
receiving a reminder signal from said promotion server.
30. (Currently Amended) The method of claim ~~20~~ 29, further comprising forwarding said promotion message to one or more other apparatuses.
31. (Previously Presented) A computer program product comprising a computer executable program code embodied on a computer readable medium, comprising:

a computer executable program code configured to initiate a promotion message via an event manager forwarding a promotion message request to a promotion server;

a computer executable program code configured to transmit said promotion message associated with an event having a defined start time to one or more communication terminals via said promotion server connected to said one or more communication terminals through a first communication network;

a computer executable program code configured to receive an acceptance signal from an accepting communication terminal of said one or more communication terminals via said promotion server;

a computer executable program code configured to associate said accepting communication terminal with said promotion message on reception of said acceptance signal from said accepting communication terminal via a register of said promotion server; and

a computer executable program code configured to transmit a reminder signal for said event to said accepting communication terminal through said first communication network via said promotion server.

32. (Previously Presented) An apparatus, comprising:

means for initiating a promotion message via an event manager forwarding a promotion message request to a promotion server;

means for transmitting said promotion message associated with an event having a defined start time to one or more communication terminals via said promotion server connected to said one or more communication terminals through a first communication network;

means for receiving an acceptance signal from an accepting communication terminal of said one or more communication terminals via said promotion server;

means for associating said accepting communication terminal with said promotion message on reception of said acceptance signal from said accepting communication terminal via a register of said promotion server; and

means for transmitting a reminder signal for said event to said accepting communication terminal through said first communication network via said promotion server.